



ECOLOGICALLY SUSTAINABLE ACTIONS IN DREAM HOSTEL

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ABSTRACT

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Tourism is an evergrowing field of business, with one out of eleven employed people working for this particular industry branch. Sustainable tourism as a concept became a key focus and response to fast growth of tourism and lack of proper management of its impacts on the surrounding environments. Sustainable tourism focuses on three major tourism impact areas: social, environmental and economical.

Hotels and hostels alter their business behaviours in order for their establishments to become more sustainable through actions such as water usage reduction, proper waste management, energy efficient options of energy usage and so on. Many businesses choose to use their own environmental policies, while some decide to use external, third-party certified ecolabels. These ecolabels consist of multiple criteria which need to be in accordance with what the business' actions are.

In this study, in order to find out what environmentally sustainable actions are performed in the place of interest, Green Key ecolabel criteria for hotels and hostels applicable between 1st of July 2016 and 31st of December 2020 are used, not in their entirety. The research focuses on finding out the level of environmentally sustainable actions carried out in a privately owned Dream Hostel, located in Tampere, Finland.

This thesis research was commissioned by the establishment as a way of measurement the level of Dream Hostel's environmental sustainability at the moment. It is not the goal of Dream Hostel to apply for Green Key, or any other, ecolabel, and chosen criteria are used solely as a point of reference and comparison for their current actions. The results of this research will be used by the establishment as guidelines for their future improvements, and proof of evaluation of their actions at present time.

Key words: sustainability, environment, hostel, tourism

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1. INTRODUCTION

Sustainable tourism as a concept was introduced decades ago, however, over recent years, the issue of harming the planet has become a very important topic due to inconsiderate planning, rapid development and hasty decisions in tourism business. Travelling has become more common, and the impacts it has on environment, society and economy became more obvious to businesspeople, as well as tourists themselves.

The need for sustainable actions in tourism is now greater than ever, and it can range from protection of wildlife in local areas, through educating tourists about local cultures and preservation of thereof, to accommodation businesses turning to more ecological ways to house their guests.

The focus of this thesis is on accommodation business, and one of ways for premise owners to keep track of their sustainable actions within the business is using third party ecolabels, which can be awarded to hostels and hotels if their actions are up to the ecolabel's standard. Green Key ecolabel, the criteria of which are used as guidelines in this thesis, encourages business owners to run their establishments in a more sustainable way, with focus on different branches of sustainability: ecological, social, and economical.

This thesis will cover the subject of ecological sustainability in Dream Hostel, located in Tampere, Finland, and analysis of their ecologically sustainable actions carried out in the premise today. Dream Hostel is not able to obtain the ecolabel due to various reasons, therefore this thesis does not wonder whether or not the ecolabel is obtainable. The main goal of the research is to find out what it is that Dream Hostel does currently, and which things can be improved, as compared to chosen Green Key ecolabel criteria. This thesis can be used as a basis for further research on the subject.

2. RESEARCH TOPIC AND OBJECTIVE

2.1 Thesis objective and purpose

The purpose of this thesis is binary: as theoretical background, the initial aim is to familiarize with the idea of sustainability in tourism as well as tourism accommodation, and also ecolabels, through literature and articles on the subject. Sustainability in tourism is a large topic, which is being continuously expanded in current times, seeing to the world's greater focus on sustainability, and the theory will provide sufficient information to understand the reasons for pursuing sustainability in tourism industry world-wide.

The main aim, however, is to pursue a research, through which it is possible to find out which sustainable actions Dream Hostel currently commits itself to sufficiently. The results of this research will allow Dream Hostel to share precise and accurate information on their websites and in their future brochures, as well as help the business improve their sustainable actions. This aim was established in order for Dream Hostel to be more competitive, but also more environmentally-conscious as a business. To fulfil the main, practical part of the study, a research is done through interviews about current actions, own observations, and analysing Dream Hostel's actions through relevant, authorized Green Key ecolabel criteria.

Because Dream Hostel is unable to comply with all the requirements of the already existing, authorized, third-party ecolabels, the business owner instead wishes to have their business analysed through those criteria which can be applied, and further add more positive changes and apply them as a part of their future brand, which would act as a more professional and visible sign of their sustainable actions. In the future, the commissioner believes it would be a sufficient tool in providing customers with information about their ecologically sustainable outlook.

2.2 Thesis topic choice

The initial idea for this thesis topic came from the commissioner, however the issues of the impacts of tourism on the environment and sustainable development of accommodations are important for the author as well. Not only does it focus on important aspects of

sustainability in one of the most viable and fast-growing businesses in the world (UNWTO, 2015), but also brings closer the idea of ecolabelling and environmentally conscious tourism accommodation evaluation, which is important in maintaining and assessing a sustainable business in this field.

Topics focusing on sustainability in tourism are constantly subject to changes, and are never to be fully examined or exhausted. Each research done on sustainability provides with new ideas and casts more light onto present issues in the tourism sector. The general aim of this thesis is to familiarize the commissioner with the state of their current actions, provide the commissioner with ideas and recommendations for changes in their approach towards ecological sustainability, as well as give the reader an idea of which environmental issues need to be addressed in the case of a SME in the sector of tourism accommodations, and prompt further research done on the topic.

Furthermore, the recommendations given at the end of this study are partly aimed to give opportunities for a follow-up research done for this particular business, as a form of evaluation and possible adjustments.

2.3 Research questions

Following the main objective, there are two research questions, which act as guidelines in fulfilling the aims of the thesis, and those are as presented below:

- Is Dream Hostel eco-friendly and what are the critical points?
- How are environmentally sustainable actions performed at this time?

2.4 Dream Hostel - Introduction

Dream Hostel officially opened in 2010, and is located on the Åkerlundinkatu in Tampere. It has been recognized by The Guardian online newspaper as one of top ten most luxurious hostels, and the owners have been interviewed for various online magazines on multiple occasions. Dream Hostel is also one of the only hostels in Finland which are owned privately.



Figure 1: Dream Hostel logo
(source: dreamhostel.fi)

The idea behind Dream Hostel is to be open and welcoming towards international, as well as national guests, and providing them with warm and friendly atmosphere, regardless of the length of their stay or the season in which they travel. Due to the hostel's location (next to a bus stop, in a close radius to train station and in close proximity to the city centre, opposite to Tampere Hall), as well as their pricing strategy, the hostel is often chosen by international tourists, as well as musicians, theatre actors, travelling lecturers etc. The hostel has been awarded as the best hostel in Finland as much as five years in a row, and regarded by Booking.com, as well as TripAdvisor websites.



Figure 2: Dream Hostel's awards as seen on the front page of Dream Hostel website (dreamhostel.fi)

The website of Dream Hostel is well arranged and easy to navigate, with a lot of information available for incoming guests, including their bike rental service, description of all the room options and the way the hostel is run.

Dream Hostel has various room options for guests to choose from, consisting of: 16 bed mixed dorm, 10 bed mixed dorm, 4 bed mixed dorm, 4 bed female-only dorm, as well as 4 bed private room and twin (2) room. There is no swimming pool or outdoor area. Inside the premise there are six (6) bathrooms, and a kitchen which is used by both customers

and the staff (for making food, washing the dishes, etc.). There is a common area for the guests where they can eat, relax, or socialize with other guests.

Dream Hostel also has a hotel part (opened in 2014), however, it is not the subject of this research and will not be introduced further.

3. CONCEPTS AND THEORY

3.1 Concept of tourism

Tourism is one of the fastest growing industries in the world; the world-wide trends show that the number of tourists grows every year, and the tourism business sector itself has been expanding and developing nearly uninterruptedly over past few decades (UNWTO, 2015). Based on UNWTO Tourism Highlights report from 2015, 1 out of 11 jobs is in the tourism industry, and the forecast for 2030 shows a number as large as 1,8 billion international tourists.

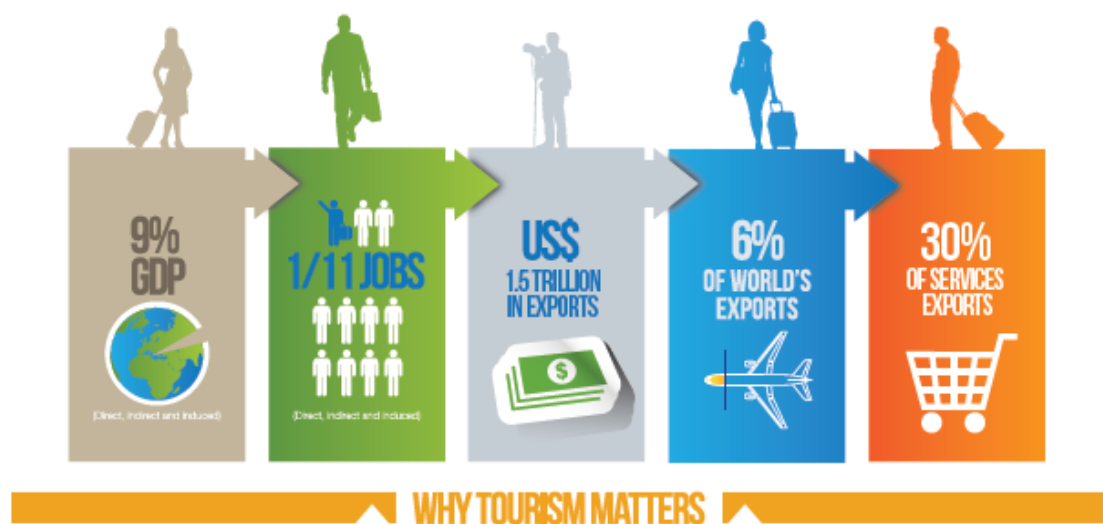


Figure 3. *Why Tourism Matters* from UNWTO 2015 Tourism Highlights Report, p.2

Tourism as a concept we understand it as today, meaning “going on a holiday”, or travelling for pleasure, is fairly recent. Until the nineteenth century travelling was difficult due to lack of railways and other modes of transportation, and there was not much to be seen, either, as the landscape was not aesthetically developed as it is today (Holden, 2008). As stated in a book by Holden (2008), it is difficult to find consensus about one, clear definition of tourism. In that same book, the author gives a suitable, simple definition which can be agreed upon, which was originally proposed by WTO (1991), and further endorsed by UN Statistical Commission (1993):

“Tourism comprises the activities of persona travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes.”

As seen in this quote, WTO recognizes more than one type of tourism. In addition to leisure (recreational) tourism, other types of tourism can be distinguished, such as business, study (education), religion and health (Holden, 2008).

3.2 Sustainable tourism

As the concept of travelling mainly for pleasure spread throughout the world due to influence of capitalistic Western countries around the era of industrialization and mid-nineteenth century, tourism began expanding, and has been ever since. One of the most important consequences of expansion of tourism is growing negative impacts of tourism on areas which are visited.

Three main types of impacts can be distinguished: economic, social, and environmental. Every tourist has a relationship with the place they visit, therefore creating an impact on one, or multiple of those aspects. A lot of ethical and political questions are raised due to expansion of tourism, which focus on the influence of tourists on indigenous and local communities (Holden, 2008). In addition to that, continuous, fast-paced development of new travel destinations as well as travel modes results in environmental depletion and destruction of ecosystems.

It's the global realisation of those negative impacts of tourism (in the post-industrialization era) that initially forced businesses, as well as travellers, to think more about leaning towards sustainability, and therefore creating more sustainable tourism.

UNEP and UNWTO (2005) describe sustainable tourism as:

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities."

As paraphrased in a book by Hannam and Knox (2010), Mowforth and Munt (2003) present four different aspects of sustainable tourism:

- Ecological sustainability – focusing on impacts of tourism on environment, and the need to minimise it;
- Social sustainability – focusing on capabilities of communities to welcome tourists for short periods of times without disruptions in own society;
- Cultural sustainability – focusing on keeping own cultural values and cultural identity despite globalization of tourism;
- Economic sustainability – focusing on economic gain from tourism business activities, which covers for disruptions of tourism in foreign environments.

3.2.1 Environmental sustainability in tourism

A brief glance at the history of humanity allows us to understand why environmental protection is important, and what lead to the need of protecting the natural environment to begin with. Puczkó and Rátz (2002) talk about the human history in relation to environment, and point out that the nature has always been fundamental to satisfy the needs of humans. However, as the authors continue, during the times of industrialization and post-industrialization, people with power began to misuse the natural environment for their short-term gains, and current modern human tends to ignore the nature in favour of gaining profit. It is especially important in the sector of tourism, being continuously fast-growing, as it makes it more difficult to control.

The environmental aspect of sustainability in tourism, as described by UNEP and UNWTO (2005), should make sure to not misuse or abuse the natural environment, as well as improve and preserve it, ideally leaving no negative imprints.

Sharpley (2001) claims, as referred to by Reino and Schröder in their report about sustainable tourism, that despite the raise of awareness about environmental sustainability in the past two decades, tourists' behaviour remains stagnant, and not many changes can be seen. Furthermore, Sharpley argues, that the rise of environmentally aware consumers does not equal the rise of environmentally aware tourists, and that tourism, which is supposed to be “green”, is not, in fact, consumed as such.

However, due to social campaigns and recent fast spreading of information over the Internet and mouth-to-mouth advertising, more and more private people become aware of “going green”, and slowly begin to understand the consequences of continuous lack of sustainability. These days, a lot of people already act in a more sustainable way in their homes alone, by recycling, managing their waste, saving water, and controlling their electricity usage, to name a few. Söderberg tells, in an interview by Lane (2015), that people are willing to purchase products and services which offer more sustainable alternatives to non-sustainable options available.

3.2.2 Environmental impacts of tourism

There is a number of positive impacts tourism has on the environment, however, as seen in the Figure 2, it is underwhelming in comparison to the negative impacts.

Air quality	Posi- tive	Nega- tive	Exhausting natural resources	Posi- tive	Nega- tive
gas & vapour		+	transport		+
heat		+	heating	(+)	+
fumes	+	+	cooling/air conditioning		+
noise		+	drinking water		+
dust	(+)	+	thermal and mineral waters		+
Geology			Vegetation and wildlife		
human waste (treatment)	(+)	+	protection	+	(+)
sewage (treatment)	(+)	+	change in values	+	
run off		+	conservation	+	
erosion		+	disruption of breeding	(+)	+
vandalism		+	pollution		+
change of landscape	+	+	prey-predator relationship		+
fire		+	killing/devastation		+
compaction		+	disruption of feeding/ competition		+
Water quality			ecological disturbance		+
run off		+	out-migration		+
eutrophication	(+)	+	introduction	+	+
sewage treatment	(+)	+	Visual impacts		
suntan		+	parks, gardens	+	(+)
pollution		+	human waste		+

Note: + means applicable. In the table (+) stands for an impact tending to be more indirect if existing.

Figure 4. Tourism's most typical impacts on the natural environment, Puczkó and Rátz (2002), p. 202

A slightly different, more concise distinction is proposed by Holden (2008), where the author recognizes four different forms of environment pollution associated with tourism, and those are: water pollution, air pollution, noise pollution, and aesthetic pollution. These types will be further described. It's important to note that even though tourism is not the sole reason for worldwide pollution, it is a major contributor, and reflects the state of infrastructure and environmental, as well as development neglect around the globe.

Referring to work by Jenner and Smith (1992), Holden describes how in Caribbean Basin, only 10 percent of the sewage is treated before its release to the sea, and comments that those figures are considered good in comparison to other areas of the world. Other water pollution includes usage of fertilisers and herbicides, motorised leisure activities, or sun-tan oil. Despite improvement over the years since publication of Jenner and Smith's work (1992), it can be said that the development is irregular, and heavily dependent on political and economic situation in the country.

Air pollution, in relation to tourism industry, comes mainly from transport. Main modes of transport in tourism are car and air, with air transportation producing most CO₂ out of all modes of transportation (Holden, 2008). Air transportation is currently the fastest, and most popular way of travel for tourists, and the popularity continues to raise due to cheap flights options, and fast developments of countries. In Europe, however, 83% of total passenger kilometres comes from car transportation, due to shorter distances, and people willing to go on a vacation within Southern Europe, which is a common holiday destination (Holden, 2008). Air is also being polluted via different means, such as construction and demolition of existing buildings, as for instance in Malta (Briguglio & Briguglio, 1996; referred to from Holden, 2008), or sulphur dioxide emissions from industrial areas. Noise pollution is an important pollutant, as it affects humans, as well as the environment, namely fauna and flora. This type of pollution is especially problematic for people living close to busy airports (Holden, 2008), as well as other types of stations, such as train stations. Noise pollution has many causes, such as transportation traffic, loud night clubs, and overpopulated areas. The effects of noise pollution on the environment are a chain event. Due to impaired hearing, animals might have troubles acting accordingly with their instincts, for instance prey-predator relationship can be imbalanced. Loud noises increase fear in animals, which causes them to leave their natural habitat. That, in turn, alters the entire ecosystem of affected areas (everythingconnects.org).

Lastly, as written by Holden (2008), aesthetic pollution is related to development of tourism facilities, which in turn are responsible for declining quality of the environment. Despite it being an aesthetic issue, a lot of tourism-oriented areas, such as mountains and beaches, are negatively influenced by various attractions built for tourists, and may further develop into noise or other pollutants.

3.2.3 Environmentally sustainable development in accommodation

From Figure 4., it is easy to see that majority of all negative impacts on environment can be linked to accommodation in tourism business, including air quality, geology, water quality, exhausting natural resources, as well as vegetation and wildlife.

Referring to the previous subchapter about sustainable tourism and the rise of awareness of customers who seek more environmentally-friendly alternatives, it is safe to say that similar actions are now being taken in tourism accommodations, as well, and especially with focus on smaller, non-chain accommodations (such as local B&B and hostels). Since “going green” has become common knowledge and a trend, a lot of companies want to provide their customers with what they consider to be optimal service, therefore a lot of accommodation providers strive to get ecolabels and give proof of their environmentally sustainable actions.

According to *Green Hotels & Responsible Tourism Initiative* website, and their “*Why Go Green?*” page (accessed September 2016), there are several benefits to turning to more sustainable actions in accommodations, those being: gaining competitive advantage by being a leader in the sector, customer loyalty, employee retention, awards and recognition, regulatory compliance, risk management, increased brand value. Some of the ideas provided by the authors for being more environmentally sustainable in accommodations in tourism are: use of compact fluorescent lights, reuse of linens, low-flow shower systems, local products usage, etc. Rated as most common points, however, are as follows: pollution prevention (water, air, and soil), energy consumption, and recycling. Again, all three points presented above are actions which are taken by people at homes, and therefore implementing such actions in accommodations is often seen as recommended.

There are multiple ways of initiating, controlling and directing sustainable development, and those are: enforcement of relevant laws and regulations, imposing of environmental taxation, and voluntary standards (Bohdanowicz, Simanic & Martinac, 2005). Voluntary standards, or individual Codes of Conduct, are used to familiarize customers with current actions, alleviate the negative impacts of tourism, as well as other important subjects in relation to sustainability of the service provider (Holden, 2008; Puczkó & Rátz, 2002). Such codes are not binding, and do not ban from certain actions, but rather try to influence, educate and persuade customers (tourists) to act in a certain way by making positive recommendations (Puczkó & Rátz, 2002). Another way of controlling the development is the aim of obtaining the previously mentioned ecolabel and keeping up the long-term activities presented in the ecolabel criteria. There is a pressure on hoteliers and other industry-specific operators to obtain such labels, since they are growing in popularity, and are in themselves a good measure of the accommodation's attitude towards sustainability (Bohdanowicz, Simanic & Martinac, 2005).

3.3 Ecolabels

Definition of an ecolabel, according to European Commission website, is:

“(...) a voluntary environmental performance certificate that is awarded to products and services. These products and services have to meet specific, identified criteria depending on the product groups, which reduce overall environmental impact.”

Ecolabels are always awarded by third party, upon meeting all the given criteria. The main purpose of awarding an ecolabel is to make sure that the enterprise is making effort to be sustainable, environmentally and otherwise, which cannot be well measured by the usage of Codes of Conduct alone. Ecolabels, as further described by European Commission, are awarded in order to not be misled by “green washing”. When a product or service has been awarded an ecolabel, the logo will be displayed on the packaging of the product, or on websites/doors/other places visible for customers in service businesses. Those ecolabels are awarded internationally, as well as nationally and locally, by both GOs, NGOs, and industrial organizations (Bohdanowicz, Simanic & Martinac, 2005).

As aforementioned, there is a number of ecolabels which are applicable when we talk about tourism business, such as EU Ecolabel, Green Key, Fairtrade, Nordic Swan, Green Globe, Blue Angel, and so on (ecolabelindex.com). Each ecolabel has its own criteria, which are often focused around the three main types of impacts: social, economic, and environmental. Some ecolabels are focused on specific areas of business (such as retail products or hoteling industry), and some of them are specifically tailored for areas where they are applicable.

For the purpose of this study, the author chose the Green Key hotel criteria and explanatory notes applicable between 1 July 2016 and 31 December 2020 (detailed). The criteria taken under consideration are only related to environmental impacts and chosen selectively, therefore economic impacts, as well as social impacts are not relevant. The criteria will be presented and the ecolabel described in Chapter 5 of the study.

4. METHODOLOGY AND DATA COLLECTION

For this thesis, the practical analysis of Dream Hostel's current approach towards environmental sustainability is done through personal interview with the enterprise's manager, as well as observations carried out in Dream Hostel.

4.2 Interviewing

Interviewing is generally described as an activity of data collection by personally approaching the interviewee, asking them relevant questions, and listening and noting their answers (Altinay, Paraskevas, 2008). It is important to create an atmosphere, where the interviewee feels free to express their opinions and provide valid answers (Davies, 2007). The questions should always be linked to the purpose of the research being conducted, and the interviewer should be familiar with relevant literature. Preferably, the questions should be short and easy to answer to avoid confusion, and leading questions should be abandoned altogether, because they create lack of objectivity in the interviewee (Altinay, Paraskevas, 2008). Before conducting an interview, it is important to prepare yourself, as well as the interviewee, for the interview itself. It is done by using "interview guide" or "interview schedule" (Altinay, Paraskevas, 2008). It is a collection of questions or topics, which you want to discuss with the subject, and it has to be open and clear to them. There are different types of interviews, as well. As Altinay and Paraskevas (2008) write, they are: unstructured (few broad questions, probing and prompting), structured (predetermined, standardized set of questions), semi-structured (balance between the aforementioned two), and focus group interviews (conducted in a group of people who are selected due to common attributes relevant to the case).

In this research, interviews are carried out a few times, and mostly semi-structured type of interview is used. Data obtained this way will provide answers to questions about current environmentally sustainable actions which take place in Dream Hostel and work as basis for benchmarking (which is described in the previous subpart), as well as give more insight to details, which are not straightforward and otherwise difficult or impossible to notice (such as details on back-office activities, energy/water consumption details, daily routines executed by the cleaning staff, etc.), but necessary for ecolabel criteria analysis in further chapter of this study.

4.3 Observing

As described by Altinay and Paraskevas (2008), observation is far more detailed and context-specific in comparison to other methods of collecting data in research. It is possible to combine it with for instance interviewing, and use it as a tool of validation, or further exploration of the gathered information. Observation is generally complimentary to other data collection methods.

Data can be obtained through observation by being present at the spot of interest, by watching, noting, and asking questions when relevant. In this way, it is easier to obtain first-hand data, and it allows the observant to gain information about attitudes, relationships and contexts, which may not be apparent using other means of data collection (Altinay & Paraskevas, 2008). There are two ways of approaching observation: one can become an active part of a situation, thus a “participant observer”, or remain a “non-participant observer”, and only be present in the environment of the study (Altinay & Paraskevas, 2008). Participant observation means having insight into the situation, for example as a worker, or a member of a group. Non-participant observation means passive observation, and refraining from partaking in the activities observed (Davies, 2007). In theory, non-participant observation may be insufficient, however it is difficult to truly separate the two. It is possible to have greater impact on a given situation by simply being present than participating in an event (Altinay & Paraskevas, 2008).

It is important to decide what the main purpose of observation is. Upon realizing this, a good framework and/or guidelines for conducting such observation need/s to be prepared (Altinay & Paraskevas, 2008). It is, however, very important to be ready for the unexpected, and not limit yourself to predetermined guidelines. Instead of writing a lot of text, using short notes is advised, to avoid including interpretation and losing focus (Altinay & Paraskevas, 2008).

In this research, majority of observation is based on non-participant observation, which is carried out inside Dream Hostel, by observing the staff and customers, and monitoring their environmentally-friendly activities throughout the day and through various shifts. Part of observation is also participant, and closely related to previously carried out practical training the author has gone through in Dream Hostel, and therefore more insight into sustainable actions can be provided. The author had access to back office, which

allowed checking certain labels of products used in the hostel, and have better insight to items which are necessary in order to perform certain actions (sustainable cleaning, etc.). This criteria for observation are heavily based on the ecolabel criteria presented in theoretical framework part of this study. The main purpose of observation will be answering questions: what sustainable actions are carried out daily; how/if staff informs the customers about sustainability; how/if customers act environmentally sustainably inside Dream Hostel. In addition, the results of observations will be used as a complimentary tool for previously carried out interviews.

5. CHOSEN ECOLABEL CRITERIA

5.1 Green Key - ecolabel description

Green Key ecolabel was launched in 1994 in Denmark, thus being actively in existence for over 20 years (greenkey.global). As quoted on official Green Key website, “*Green Key is a voluntary eco-label awarded to around 2,370 hotels and other establishments in 52 countries*”, and those establishments can be viewed on a map on their website (greenkey.global).



Figure 5: Green Key Logo (accessed from official Green Key website, September 2016)

The criteria which need to be agreed on and acted upon are strict and are set by Foundation for Environmental Education. High level of commitment is expected from tourism establishment providers. Green Key Ecolabel can be awarded globally, to hotels, hostels, small accommodations, campsites, restaurants and attractions (Main page – Green Key).

Their main goals are to educate, innovate, add value and promote sustainable actions (Our Programme – Green Key). Green Key aims to showcase the need for environmental protection amongst tourists as well as tourism providers and increase the use of sustainable options and alternatives in tourism establishments.

Due to the fact Green Key was founded in Denmark, before becoming a part of Foundation for Environmental Education, the main decisions regarding programme’s development are made by Green Key International Steering Committee, two members of which are from Denmark, and two from FEE (Our Structure – Green Key). FEE has a number of programmes at hand, and similarly to the way other programmes are handled, Green Key “has an international programme administration at the FEE Head Office and Green Key National Operators” in over 40 countries.

5.2 Green Key -- chosen criteria

All aspects of Green Key criteria cover total of 13 areas:

1. Environmental Management
2. Staff involvement
3. Corporate Social Responsibility
4. Guest Information
5. Water
6. Washing & cleaning
7. Waste
8. Energy
9. Food & beverage
10. Indoor environment
11. Green areas
12. Transportation
13. Administration

Some aspects are relevant in more than one area. Green Key claims that the criteria are developed in partnership with experts, and aims to continuously develop in order to do better as time progresses (Green Key Criteria – Green Key).

Due to the fact the criteria are very strict, so far no hostels in Finland have been reported to have been awarded the Green Key ecolabel (Map of all the Green Key sites in the world – Green Key). Dream Hostel is also incapable of adhering to all the criteria given by Green Key Ecolabel, therefore in this study, only a number of criteria are going to be taken under consideration, as chosen by the author. Since Dream Hostel is not currently aiming to achieve any specific third-party awarded ecolabel, the choice of ecolabel was author's own decision.

The reasons for choosing Green Key Ecolabel amongst other Ecolabels which are more commonly spread in Finland, such as Nordic Ecolabel are twofold. Firstly, as written in a research done by Jarvensivu, Green Key, alongside Green Globe, are two of the most challenging ecolabels to obtain, focusing on most aspects from various areas of environmentally sustainable actions (Jarvensivu, 2014). That means it allows the author to carefully analyse the chosen actions in a satisfactory way, and be certain of a high level of

environmental focus. Secondly, as the criteria cover large areas where sustainable actions can be acted upon, the choice of applicable areas and individual criteria is easier for the author. Some other labels which were initially chosen and later rejected (such as Nordic Ecolabel), had either too detailed criteria, which proved to be too overbearing to combine with current sustainable actions of Dream Hostel, or the ecolabel required registration of the company for further details on the criteria, rendering the label analysis impossible to access as well.

The chosen criteria are relevant, and will serve as an analytical tool for assessing the environmental sustainability level currently performed in Dream Hostel. The analysis of Dream Hostel through all criteria is not necessary or applicable. The Green Key criteria chosen by the author are described below, including short descriptions of each of the chosen criteria. The given descriptions are paraphrased or, in case of headings, quoted original explanatory notes of the criteria from the official criteria document.

All criteria and notes from the document “*Green Key hotel criteria and explanatory notes; 1 July 2016 – 31 December 2020*” can be found through the direct link in the Appendix 2.

Staff involvement. (2)

The housekeeping service must know and accept the procedures regarding towels and/or sheets use. (2.5)

Reusing towels and sheets and reducing their washing cuts costs for the establishment lowers the environmental impacts. It's important to have the housekeeping staff know those procedures and act accordingly. The signs regarding the reuse of towels/sheets need to be easily seen by the customers. Towels/sheets can be changed only upon request. The information about towels should be placed in the bathroom, and information about sheets should be placed near the bed.

Guest information. (3)

The establishment must keep the guests informed and involved about its environmental work and encourage guests to participate in environmental initiatives. (3.4)

Informing guests about environmental initiatives undertaken by the establishment is crucial. It should be easily available and displayed for customers in places where it is noticeable. In addition, the establishment should also include information for the guests about how they can actively take part in environmentally sustainable actions (for instance water or energy saving).

Front desk staff must be in a position to inform guests about (Green Key and) the current environmental activities and undertakings of the establishment. (3.5)

In case the customers have questions about the environmental activities performed in the establishment, the front desk must be able to inform guests about all the important activities and undertakings of the establishment at the moment. Guests should be able to approach the front desk with these questions at any time. The information given should not exceed the reality. The information should be accurate and complete.

The establishment must be able to inform guests about local public transportation systems, shuttle bus or cycling/walking alternatives. (3.6)

To reduce the pollution and negative impacts on the environment by the usage of cars and taxis, the establishment should encourage their guests to use transportation alternatives, which are less harmful. The alternatives include, but are not limited to local transportation systems (buses, trains, etc.), cycling, and walking. These information should be given by the front desk staff, and the staff should aim guests who are searching for local transportation.

Information about energy and water saving should be visible for guests. (3.7)

Water and energy saving are the main means of lessening the environmental impact, therefore the guests should be fully informed about the ways in which the establishment lowers their water and energy usage. The information about possibilities for guests' contribution should also be displayed in visible spots which are easily accessible.

Water. (4)

The total water consumption must be registered at least once a month. (4.1)

Water consumption assessment should be monitored frequently (at least once a month), in order to reduce the impact on the environment and cut costs in a long run. The calculations should be done for every guest per night. Water sources should be marked. More than once a month checking is encouraged, in order to get more detailed information on water consumption. If the consumption of water suddenly raises, the establishment needs to immediately take action and find the source of such raise. No minimum or maximum water consumption numbers are provided in the criteria, as they are different depending on the size of an establishment.

The staff and cleaning personnel must have a system in place to regularly check for dripping taps and leaky toilets. (4.3)

Since dripping and leaking of taps and toilets can negatively influence the costs, and produce excess water consumption, all taps and toilets should be regularly checked. Standard procedure should be established, to which staff and cleaning/housekeeping personnel must comply. If such dripping or leaking is observed, actions must be taken immediately to fix the issue.

Water flow from at least 75% of the showers in the guest room must not exceed 9 litres per minute. (4.4)

In order to sufficiently lower the water flow and water pressure in the showers for guests, the establishment may choose to use special shower heads with restricted water flow, or water restricting devices installed. Reducing water pressure in the water distribution system can also be an option.

Water flow from taps and toilets in public areas should not exceed 6 litres per minute. (4.12)

(Description similar to the criteria 4.4., but with focus on taps and toilets.)

Washing and cleaning. (5)

There must be signs in the rooms informing guests that sheets and/or towels will only be changed upon request. (5.1)

Following the 2.5 criteria about housekeeping service activities regarding reusing towels and/or sheets, the guests must also be fully informed about such procedures. Establishment can decide how often the sheets/towels should be changed, and the guest can ask for changes personally. Signs should be provided for guests to be aware of the procedure, and the possibilities they have. Procedures in relation to both sheets and towels is encouraged. If towels are not provided by the establishment, that part of the criteria is not applicable.

Newly purchased chemical cleaning products for daily use must either have a nationally or internationally recognised eco label or cannot contain compounds listed in the Green Key blacklist. (5.2)

The usage of chemical cleaning products should be minimized. It's important to check that the cleaning products which have been purchased within the past 12 months have a nationally or internationally recognized eco label. If such eco label is not present, it should not include any of the compounds from the Green Key blacklist.

The list of blacklisted compounds can be viewed in the full document in the Appendix.

Disinfection substances must only be used when necessary and in correspondence with the legislation on hygiene. (5.3)

Usage of chemicals must be restricted to instances where fungi or insects are posing a threat to guests' and staff health and cannot be dealt with in any other way. Due to high risks for environment and human health, chemical substances must be used as rarely as possible. If such substances must be used, they need to be used in a way which complies with national and local environmental and hygiene legislation. The substances should preferably not include any of the compounds on the Green Key blacklist.

In EU countries, newly purchased paper towels, facial tissues and toilet paper must be made of non-chlorine bleached paper or awarded an eco-label. (5.4)

Paper towels, facial tissues and toilet paper which are awarded a national or international eco label are a proof of high quality and low impact on environment, and are preferred to be used by establishment. In case eco labelled products are not used, they should be checked for bleaching, as bleaching paper causes further negative impacts on the environment.

This requirement is obligatory for EU countries and encouraged outside of EU.

The establishment uses eco-labelled dishwasher and laundry detergents. (5.6)

Eco-labelled detergents are less harmful for the environment, and should be chosen for purchase and usage. In addition to using eco-labelled detergents, the usage of them should be minimized.

Fibre cloth is used for cleaning to save water and chemicals. (5.7)

Micro fibre cloths require less water and detergents usage, which allows the establishment to have less impact on the environment and cut costs.

The establishment avoids fragrance spray and perfume in connection with washing and cleaning. (5.8)

Using less or overall avoiding using sprays and perfumes can lower the risk of allergies amongst guests, as well as minimize the environmental footprint.

Waste. (6)

The establishment must separate waste as per national legislation but with a minimum of three categories. (6.1)

It is necessary for the establishment to separate waste in accordance with local and national legislation, with minimum of three categories. Examples of separated waste are paper, cardboard, metal, cans, glass, plastic, bottles with refund, organic waste, garden waste, cooking oil, etc. In addition to segregation, the establishment should strive to reduce the amount of waste they produce. The establishment should recycle or reuse their

waste as much as possible. Waste is stored away safely. Sorting facilities are easily accessible to the staff.

The separated waste must be handled separately by the local or national waste management facilities, by a private entity or by the establishment's own facilities.

(6.2)

The establishment should make sure that the waste which is separated inside the establishment is also handled separately during and after the waste pick up. Following the pickup, the waste should be further sorted, recycled and disposed of.

The establishment must cooperate with local or national waste management authorities, or a private company.

The establishment might have its own waste handling facilities if applicable.

Instructions on how to separate and handle waste must be easily available to the staff in an understandable and simple format. (6.4)

Inside the establishment, signs and information about sorting the waste should be easily accessible for the staff. The instructions should be clear and easy to understand, preferably with icons and illustrations usage, and include different markings for different kinds of waste containers/bins.

Newly purchased pumps and refrigeration plants must not use CFC or HCFC refrigerants. All equipment must always comply with national legislation on phasing out refrigerants. (6.5)

CFC (chlorofluorocarbon, Freon) as well as HCFC (hydrochlorofluorocarbon) are compounds which are directly linked to ozone layer depletion, and high influence on global warming. No energy consuming pumps or refrigeration plants bought within 12 months should include either of those compounds. In many countries the production of items which contain CFC/HCFC is no longer allowed. The establishment must comply with the legislation.

Disposable cups, plates and cutlery must only be used in the pool areas, at certain events, in fitness and spa areas, and in connection with take-away of food and drinks. (6.6)

The establishment is encouraged to minimize the use of disposable (one time use) cutlery, cups, glasses and plates in order to manage the amount of produced waste. If the establishment decides there is a need for disposable items as such, it should only be restricted to a certain area, or in certain circumstances, such as pool areas, events, fitness and spa facilities, or for take-away food/drinks.

Each bathroom must have a waste bin. (6.9)

It is required to have a waste bin in every bathroom in order to avoid hygiene waste getting flushed through toilets and sewage system.

The establishment must register the total amount of waste and have a waste plan in place to reduce and/or reuse waste. (6.10)

The establishment keeps monthly track on their different types of waste, calculated through amount of guests per night. The establishment may have external audit to calculate their waste disposals.

Basing on the results of waste registration, the establishment creates a waste plan on how to reduce, recycle and/or reuse waste more efficiently.

Guests have the possibility to separate waste into categories that can be handled by the waste management facilities. (6.11)

The establishment must make it possible for the guests to be able to separate the waste on their own in order to make the guests aware of the importance of waste segregation. The areas for waste separation can be placed in any of the public areas or rooms. Guests need to be properly informed how to separate the waste, therefore clear and easy to read instructions and/or illustrations regarding waste separation must be provided to the customers.

Toiletries such as shampoo, soap, shower caps, etc. in rooms are not packaged in single dose containers. If so, they must be packaged in material that can be recycled or is biodegradable. (6.12)

Usage of single dose containers should be minimized and restricted by the establishment. This procedure applies to all bathrooms, toilets and showers inside the establishment. Instead of single dose containers, larger dispensers are used. Smaller toiletries can only be given upon personal request by the guest.

If the establishment opts for using single dose containers, the materials of the package must create as little impact on the environment as possible, preferably be awarded an eco-label, be recyclable or biodegradable.

Soap and shampoo provided for the guests have a nationally or internationally recognised eco-label. (6.13)

The shampoo and soap provided by the establishment for the guests and staff is as little harmful to the environment as possible, and is awarded a nationally or internationally recognised eco-label.

Energy. (7)

Energy use must be registered at least once a month. (7.1)

The establishment needs to monitor their energy usage monthly to be able to influence their environmental footprint by reducing the amount of used energy. The energy should be calculated per guest night. Energy sources should be marked. More frequent energy usage checks are encouraged in order to gain more detailed information.

In case of sudden raise of energy use in the establishment, action should be taken immediately to find the source of the sudden change.

Heating and air-conditioning control systems must be applied according to the seasonal changes or when the establishment's facilities are not in use. (7.2)

The establishment has a system which controls heating/air-conditioning. It can be centralized or manual system, which can change and switch off heating/air-conditioning inside the building. If such system is not in place, manual changes of heating/air-conditioning in different parts of the establishment must be performed. These activities should be included in the standard procedures for the staff.

The establishment has to comply with changes of seasons, as well as changes in use in various parts of the establishment, where heating/air-conditioning can be temporarily switched off.

At least 75% of the light bulbs are energy efficient. (7.3)

Light bulbs can be very energy-consuming and harmful to the environment, therefore the light bulbs used in the establishment must be energy efficient. That includes the light bulbs used in the guest rooms, public areas and staff areas.

Usage of LED light is recommended, however any other kind of energy-saving light bulbs is accepted.

Fat filters in the exhaust must be cleaned at least once a year. (7.4)

Fat filters consume more energy if they are clogged up and not cleaned properly and regularly. It is required to clean it at least once a year, but preferably more often.

The surfaces of the heating/cooling exchanger of the ventilation plant must be cleaned at least once a year. (7.5)

Similarly to fat filters, the surfaces of the heating/cooling exchanger of the ventilation plant will consume more energy if it is not cleaned properly and regularly. It's necessary to clean it at least once a year, but preferably more often.

The ventilation system must be checked at least once a year and repaired if necessary in order to be energy efficient at all times. (7.6)

As seen in two previous criteria, the ventilation system also will consume more energy and negatively influence the environment if it is not checked regularly and repaired when necessary. The repairing, if applicable, should be done immediately (or up to 2 months

after discovering the problem). The ventilation system should be checked at least once a year. It can be checked by external company, or controlled internally.

There is a written procedure regarding electric devices in empty bedrooms. (7.9)

The procedures are related to heating/cooling the guest rooms. The written procedures should be twofold – focusing on “energy and heating/cooling in guest rooms empty for 1-2 nights”, and focusing on “energy and heating/cooling in guest rooms during periods of low occupancy”. Finding ideas for managing the energy consumption in guest rooms which are often occupied is encouraged.

In times of occupancy below 75%, the establishment should have a procedure regarding all devices used in rooms/areas which are not used during that time, and lowering the energy consumption excluding the part of the establishment which is actively used. A certain part of the establishment which is not occupied might be closed off during that time.

The establishment has defined a standard temperature for cooling and heating in guest rooms. (7.10)

The establishment should have defined temperatures for cooling and heating the guest rooms. The minimum temperature of cooling is 22 degree Celsius, and maximum temperature of heating is 22 degree Celsius. It is also recommended to make adjustments to further reduce the negative environmental impacts of cooling/heating devices and their energy consumption.

It is possible for the guests to manually change the temperature in the rooms if necessary either personally, or by the staff.

All windows have an appropriately high degree of thermal insulation or other energy efficient initiatives corresponding to the local regulations and climate. (7.12)

Regardless of where the establishment is situated, ignoring the importance of windows in the establishment may be the cause for increased energy consumption.

Therefore it is required to use windows with high degree of thermal insulation in cold areas, and other energy efficient alternatives in hot areas.

If the establishment is situated in an area of extremely hot or cold weather, it is possible to forbid opening of windows altogether, also in places devoted to staff only.

The establishment ensures that electric devices used in guest rooms, kitchen, laundry, etc. are energy efficient. (7.13)

The establishment has to have devices which are energy efficient, such as TVs, radios, hairdryers, ovens, refrigerators, dishwashers, laundry and drying machines, etc.

These devices should be awarded an eco-label or other energy efficient rating (for instance A-A+++ or EnergyStar).

75% of all devices used in the establishment should be energy efficient.

Hot water pipes are well insulated. (7.25)

Good insulation of hot water pipes positively influences the environmental footprint created by the establishment.

Computers, printers and copy machines switch to energy saving mode and turn off automatically. (7.26)

Computers, printers and copy machines (if available for guests) should automatically switch to energy saving mode after a short period of time of non-usage. If the period of non-usage is longer, the devices should automatically switch off completely.

Vending machines, coffee and water dispensers are switched off in periods of non-use. (7.28)

Similarly to the previously described criteria, vending machines, coffee and water dispensers should switch off while not used for longer periods of time.

These periods can be assigned by the establishment – it can be periods during the day, during the year (for instance in times of lower occupation rate), or in whole areas of the establishment which are not in use.

The establishment also needs to make sure that the energy consumption which is used during switching off and on the devices does not exceed the energy consumption while

having the device turned on at all times. If the energy consumption is higher upon switching off and on (and negatively influences the longevity of the device), it is recommended to allow them to be turned on.

Food and beverage. (8)

The establishment must purchase and register at least three types of food/drink products that are organic, eco-labelled, fair-trade labelled and/or locally produced. (8.1)

Because using products which are eco-labelled and environmentally friendly causes less of an impact on the environment, it is required by the establishment to purchase and register at least three types of food and beverage that is organic, eco-labelled, fair-trade labelled, and/or locally produced. These labels should be authorized. It is recommended for the establishment to purchase and use more than just three types of environmentally friendly products.

Local production requirement means that the purchased products are produced less than 100 kilometres away from the establishment.

The establishment is taking initiatives to buy seasonal products, less meat products and no products from endangered fish, seafood or other species. (8.3)

In order to lower the environmental footprint and act in an environmentally sustainable way as far as food and beverage are concerned, the establishment must take action by purchasing seasonal products, lessening the amount of purchased meat, as well as lessening or completely eliminating the amount of purchased seafood, or endangered fish. Seasonal products reduce the pollution related to transportation, purchasing lower amounts of meat creates less impact on pollution related to meat agriculture, and purchasing endangered species or seafood is contradictory to the conservation policy.

The establishment must register the level of food waste and take initiatives to reduce it. (8.4)

Food waste should be classified and categorized, such as foods served during buffet, breakfast, dinner, main course, salad, etc. These categories will change according to different foods which are offered by the establishment during various times of the day. Knowing these amounts of food waste will help the establishment to make a plan in order to find ways to reduce food waste.

The establishment communicates on the menu card or in the buffet the products that are organic, eco-labelled, fair-trade labelled and/or locally produced. (8.5)

The establishment has to indicate clearly which of their served products are organic, eco-labelled, fair-trade labelled and/or locally produced in order to increase the awareness of the guests. Menu card notifications or signs on the buffet are suggested. These signs/notifications must be easily understood by the guests.

A vegetarian alternative menu is proposed in the restaurant. (8.6)

Vegetarian food is easier on the environment than non-vegetarian options, and choosing the vegetarian option should be available for the guests. These options must be clearly indicated by notifications or signs. These signs/notifications must be easily understood by the guests.

Where the water quality is of an adequate standard, tap water is offered to guests in restaurants and meeting rooms. (8.7)

Bottled water is a troubling source of waste and production of bottles is related to increased environmental pollution. In addition, transportation of the bottles to the establishment, or to the store from which the establishment purchases bottled water is a cause of further pollution. Instead, if the quality of water is of a high standard, it is encouraged to serve guests tap water in order to reduce environmental footprint and cut costs.

Indoor environment. (9)

A minimum of 75% of the rooms must be non-smoking. (9.2)

If possible, all guest rooms should be non-smoking, to reduce the adverse health effects on the guests. If it is not possible, at least 75% of all the rooms must be non-smoking, with the area of those rooms in which smoking is allowed being clearly separated from the non-smoking one. These areas must be clearly marked for the guests, in an easily comprehensible way.

If there is a national legislation related to smoking in guest rooms, the establishment must comply with it.

In case of refurbishing or new building, the establishment uses environmentally friendly products. (9.4)

It is required that in case of purchasing new products in the establishment, or building new constructions for the establishment, the materials used are eco-friendly and/or organic. If applicable, the products should have an eco-label. Products such as paints, building materials and strong chemicals should be checked for hazardous compounds.

Green activities. (12)

Information about nearby parks, landscape and nature conservation areas must be available to the guests. (12.1)

To create environmental awareness in guests, and spread information about green activities, it is required for the establishment to share information about environmentally friendly activities which can be done by the guests. The establishment shares information about nearby parks and conservation areas.

The information of green activities includes encouraging the guests to engage in outdoor activities such as walking, jogging, swimming, bicycling, canoeing, etc.

The information should be easily available for customers either through engaging with staff working in front desk, or by signs/information boards inside the establishment. The signs and boards should be easily accessible and visible.

The guests have an opportunity to borrow or rent bicycles. (12.3)

Using bicycles has little adverse influence on the environment, and should be encouraged by the establishment.

Being capable of lending or renting bicycles to the customers, if available, should be signified in easily accessible places and visible for guests.

Other chapters of the Green Key criteria are not relevant, as they are focusing on areas which do not exist in Dream Hostel (green areas) or are not in relevance with the study (social responsibility, administration policies). In total, 49 Green Key criteria were chosen as guidelines for analysing current actions performed in Dream Hostel.

6. DREAM HOSTEL'S ENVIRONMENTALLY SUSTAINABLE ACTIONS ANALYSIS

Due to confidentiality reasons, the analysis, as well as recommendations for Dream Hostel are not published.

8. CONCLUSIONS

Ecological sustainability is only one of the branches of sustainability in tourism, but it's most talked about and focused on, as the impacts of tourism on our planet are most visible and dangerous. A single glance at the Green Key ecolabel criteria alone shows how many things can, and have to, be done by not only people working in tourism, but also tourists, in order to take a step towards becoming more self-aware about the impacts our actions have on the natural environment.

Analysing the actions in Dream Hostel was a very interesting and important exercise in both understanding the sustainability as a concept, and realizing how many actions and points need to be taken under consideration in order for a hostel to be deemed ecologically sustainable. It takes a lot of energy and effort for an establishment to be able to call themselves sustainable, and using ecolabels as a point of reference is very important, even if obtaining it might seem currently impossible.

The aim of this thesis was not to prove or disprove whether Dream Hostel can obtain the Green Key ecolabel, but only to measure how well Dream Hostel cares for the natural environment through their actions, based on the ecolabel chosen by the author. The results of this research can be used by the establishment as guidelines for further development, as well as a point of comparison for future reference, in case their actions change. This research can be also used for further analysis, if Dream Hostel decides to issue another research on the subject.

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APPENDICES

Appendix 1.

INTERVIEW QUESTIONS – DREAM HOSTEL 2016

1. Is the total water consumption measured/registered every month/year?
2. Is cleaning staff checking for dripping taps and leaking toilets regularly?
3. Do you have any statistics about the pressure of water flow in the showers/toilets? (how many liters per minute)
 - a. **If yes**, what are the results?
 - i. Toilet
 - ii. Showers
 - iii. Taps
4. Do you explain to customers how to use laundromat/how to wash dishes efficiently?
5. Do you use chemical cleaning products which have nationally or internationally recognized ecolabel?
6. How often do you use disinfection substances?
7. Do you use toilet paper/facial tissues/paper towels made of non-chlorine bleached paper or paper awarded with an eco-label?
8. Do you use eco-labelled dishwasher/laundry detergents?
9. How do you signify waste segregation for customers and for staff?
10. Do you use products which contain CFC (chlorofluorocarbon) or HCFC compounds?
11. Do you use disposable cutlery/cups/plates?
12. Do you keep hazardous solid and liquid chemicals stored in separate containers preventing leaking?
13. Do you register the total amount of waste and have a plan to reduce the waste?
14. Do soaps and shampoos you sell have nationally or internationally recognized eco-label?
15. Is the energy consumption measured every month/year?
16. Do you apply heating and air-conditioning according to seasonal changes?
17. Do you use energy efficient bulbs (at least 75%)?
18. How often do you clean fat filters in the exhaust (in the kitchen)?
19. How often do you clean the surfaces of heating/cooling exchanger of the ventilation plant?
20. How often do you check your ventilation system?
21. Do you have a written procedure regarding electric devices in empty bedrooms? If not, do you advise your customers to behave in a certain way as far as electric devices are concerned?
22. Do you have a standard temperature for cooling/heating guest rooms?
23. Are the windows in guest rooms and otherwise thermally insulated?
24. Are the hot water pipes properly insulated?
25. Do the computers for guests switch to energy saving mode upon not being used for a longer while?
26. Do the kitchen hoods have automatic fan control? (only upon using)
27. Do you purchase/sell products which are eco-labelled or locally produced (for instance from Tampere or the area)?
28. Do you buy seasonal products?

29. Do you inform your customers about eco-labelled, organic, or fair-trade products you serve?
30. Do you provide information about nearby parks, landscape and nature conservation areas to guests?
31. Do you encourage people to become more environmentally aware, and do you suggest them taking part in such activities?

Appendix 2.

Green Key Criteria; 1 July 2016 – 31 December 2020

The entire document can be found on the Green Key website:

<http://www.greenkey.global/criteria/>